

VAYU Interview with Mrs Anandi Ramalingam, Director Marketing, BEL

VAYU: *What are your plans on increasing BEL's exports? How do you plan to increase your global presence?*

BEL: BEL are fast expanding its global presence, putting its best foot forward to give a thrust to exports worldwide. All-out efforts are being made to tap new markets across the globe. In a bid to develop new markets in the Indian Ocean Region (IOR), BEL has operationalised overseas marketing offices in Oman, Vietnam, Sri Lanka and Myanmar. BEL has also expanded its Singapore and New York Regional Offices to handle marketing activities. BEL is also thinking of establishing similar offices in Nigeria, Brazil, Armenia and Kazakhstan.

The Government is encouraging defence exports through many policy initiatives and has set a target of Rs.35,000 Crs by 2024-25. BEL has identified Exports and Offsets as one of its thrust areas and has drawn up plans to offer its select products and systems to various export markets. The Company has put in efforts for increasing its business opportunities in South East Asia, Europe, Middle East, Africa and North America through constant engagement with customers and is also working closely with other Indian companies and local partners in the respective countries as part of maximising its geo-strategic reach and increase its global footprint.

VAYU: *What are the products that you export and to which all countries do you export?*

BEL: BEL has been exporting products such as Communication Systems, Coastal Surveillance System, Missile Systems, Radars, Electronic Warfare Systems, Electro Optic Systems and Electro Optic Fire Control Systems, Radar Finger Printing System, Naval Systems, Radar Warning Receivers, Electronic Voting Machines and various other equipment to USA, UK, Russia, Italy, Brazil, Germany, France, Israel, Indonesia, Honduras, Malaysia, Maldives, Mauritius, Myanmar, Namibia, Seychelles, South Africa and many other friendly countries. BEL achieved Export



Mrs Anandi Ramalingam, Director Marketing

sales of US\$ 48.59 million during FY 2019-20.

Some of the other products and systems which are being promoted for exports include Homeland Security solutions, Smart City solutions, Border Protection systems and Coastal Surveillance System. Having established a Coastal Surveillance System (CSS) for a few neighbouring countries, BEL is interacting with Ministry of External Affairs for supply of CSS to other friendly countries.

Recently, the Government approved the export of the indigenously developed Akash Missile System to friendly foreign countries.

VAYU: *How do you plan to tap the Offset clause for exports?*

BEL: BEL is also focusing on offsets as a potential avenue for revenue generation. BEL is interacting with many foreign OEMs to meet offset obligations in various RFPs of the MoD, on account of the offset policy incorporated in the Defence Procurement Procedure. BEL has identified contract manufacturing (*build to print and build to spec*) for foreign OEMs and partnerships in the form of Transfer of Technology of the latest systems and solutions as areas of

emerging export opportunities. Efforts are also on to establish long term supply chain relationship with global players.

VAYU: *How is your company gearing up to realise the Government's Atmanirbhar initiative?*

BEL: Defence has been identified as a core sector to boost the *Make in India* vision of achieving \$5 billion Exports. Major initiatives by BEL towards *Make in India/Atmanirbhar Bharat* include strong thrust on R&D, Collaborative R&D, Defence Innovation Organisation incorporated by BEL and HAL to create an ecosystem to foster innovation, and technology development in Defence by engaging R&D institutes, academia, industries, start-ups and individual innovators. To promote the *Make in India* initiative, BEL has established *Make in India* Display Cells, appointed Nodal Officers for Outsourcing & Vendor Development in all its Units and updated its policies and procedures. BEL has implemented the *Make-II* Policy of GoI and issued several EoIs to Indian vendors. The Company has been putting in efforts to create a strong vendor base in India and has currently more than 21,000 vendors